Permit #F00019122

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00019122 **Type of Permit:** FILMING **Release Date:** 08/13/2009

Production Company PRETTY BIRD PICTURES INC

Insured Company Name PRETTY BIRD PICTURES INC

Contact Phone No. 1 310-315-8700
Contact Phone No. 2
Fax
Address 1823 COLORADO BLVD
SANTA MONICA, California 90404

Production Title REXONA

Type of Production Commercial - Standard

Producer William Greene

Director Paul Hunter

1st AD Michael Kahn

Production Manager Piazzie none

FilmL.A. Coordinator Roberto Martinez

Location Manager Carrie LA
Primary Phone Mobile - 818-268-0802
Secondary Phone Office - 310-315-8700

Location Assistant N/A N/A
Primary Phone Office - 310-315-8700
Secondary Phone

Fees

Posting 1500	$260.00
Posting 1800	$156.00
Notification Charge	$260.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,386.00

Number of Locations 2

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Summary Information — Location

Permit Number	F00019122	**Location Manager**	Carrie LA
Production Company	PRETTY BIRD PICTURES INC	Primary Phone	Mobile - 818-268-0802
Insured Company	PRETTY BIRD PICTURES INC	Secondary Phone	Office - 310-315-8700
Production Title	REXONA		

Location Address 5900 Wilshire Blvd, Los Angeles, CA, 90036

Location Names

Location Type Office Building

Location Description

Prep Dates 8/13/2009 - 8/14/2009 07:00 - 19:00

Film Dates 8/15/2009 - 8/16/2009 06:00 - 22:00

Strike Dates 8/17/2009 - 8/17/2009 07:00 - 19:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with pedestrian traffic

Please see attached document PRETTY BIRD, Carrie LA.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Honey Wagons	1
Motor Homes	2
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	40
Extras	5
Spot Check	1

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note PRODUCTION COMPANY MUST PROVIDE NO LESS THAN 30 PARKING SPACES PER 300' OF POSTING/PARKING FOR DISPLACED RESIDENTS

Coordinator Note SURVEY MUST INCLUDE ALL POSTED AREAS

Coordinator Note LOCATION HAS BEEN CHANGED FROM UFSO REQUIREMENT TO SPOT CHECK DUE TO THE FACT THE BUILDING IS VACANT AND NOT OPEN TO PUBLIC (OLD ANNEX BUILDING-MUSEUM)

Coordinator Note UFSO NUMBER 23977

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Insured Company	PRETTY BIRD PICTURES INC	Secondary Phone	Office - 310-315-8700
Production Title	REXONA		

Coordinator Note DRIVE WAYS MUST BE KEPT CLEAR AT ALL TIMES

Parking

Base Camp
Location Type : Private Parking Lot
Street : 14401 Ventura Bl

Crew Parking
Location Type : Private Parking Lot
Street : 14401 Ventura Bl

Posting "No Parking" signs S/S Wilshire Blvd., Spaulding Ave. - Ogden Dr.
W/S Spaulding Ave., Wilshire Blvd. - 8th St.

Approximate Footage 1201 - 1500 **Log Number** 10-02065

Date(s) 8/13/2009 to 8/14/2009 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs S/S Wilshire Blvd., Spaulding Ave. - Ogden Dr.
W/S Spaulding Ave., Wilshire Blvd. - 8th St.

Approximate Footage 1201 - 1500 **Log Number** 10-02066

Date(s) 8/17/2009 to 8/17/2009 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs S/S Wilshire Blvd., Ogden Dr. - Stanley Ave.
W/S Spaulding Ave., Wilshire Blvd. to 750' South of 8th St
N/S Genesee Ave., from Ogden Dr. - East to directional change of Genesee Ave.

Approximate Footage 1501 - 1800 **Log Number** 10-02067

Date(s) 8/15/2009 to 8/16/2009 **Time(s)** 06:00 to 22:00

Lane / Full Closure NOT APPLICABLE

Approximate Footage 301 - 600

Date(s) 8/15/2009 to 8/16/2009 **Time(s)** 06:00 to 22:00

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Summary Information — Location

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Insured Company	PRETTY BIRD PICTURES INC	Secondary Phone	Office - 310-315-8700
Production Title	REXONA		

Location Address 8500 Beverly Bl, Los Angeles, CA, 90048

Location Names

Location Type Mall

Location Description Beverly Center

Film Dates 8/14/2009 - 8/14/2009 07:00 - 13:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Vans	1

Personnel on Location

Type	Quantity
Crew	5

Filming Activities Interior still photo;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Pretty Bird ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 5/1/08

Representative's Signature

Carrie L. A.

Representative's Name (Please Print)

Representative's Title (Please Print)

Pretty Bird Prods.

Name of Principal (i.e. company name) (Please Print)

1008 Amalfi Dr.
LA. CA 90272

Principal's Mailing Address (Please Print)

310-459-2904

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA 90028
Ph. 323-465-9179 Fx. 323-465-9869

PERMIT